

DETROITER.

News About THE DETROITER FAMILY

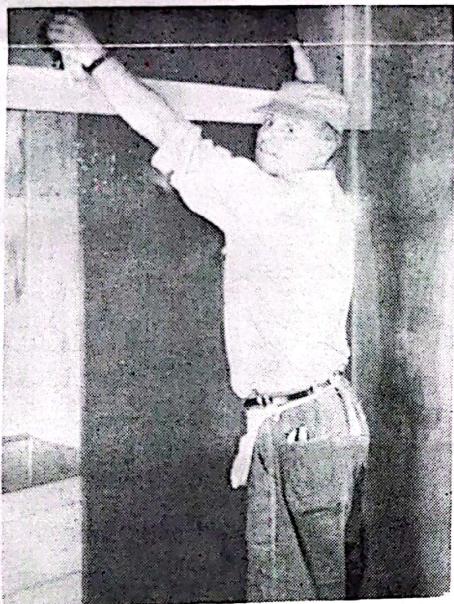
Life

Volume 1, Number 7

Detroiter Life

June, 1961

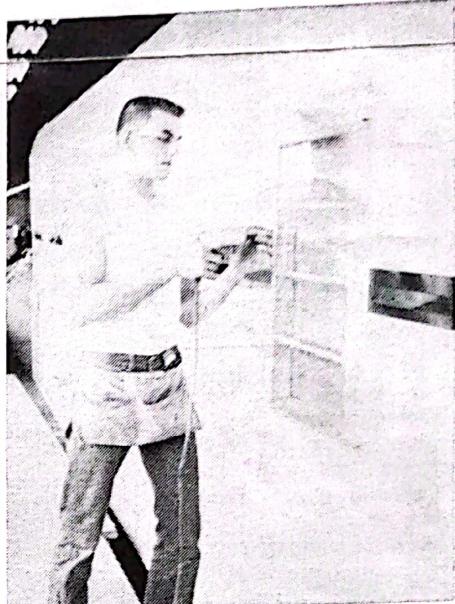
A Picture Story on the Production of Detroiter Mobile Homes



Leonard Horn

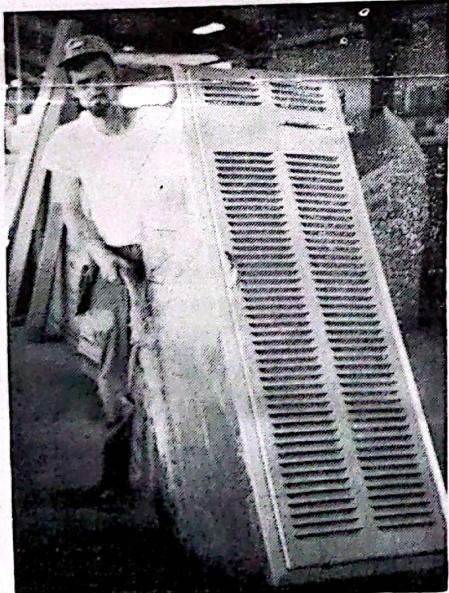


Herbert J. Austin



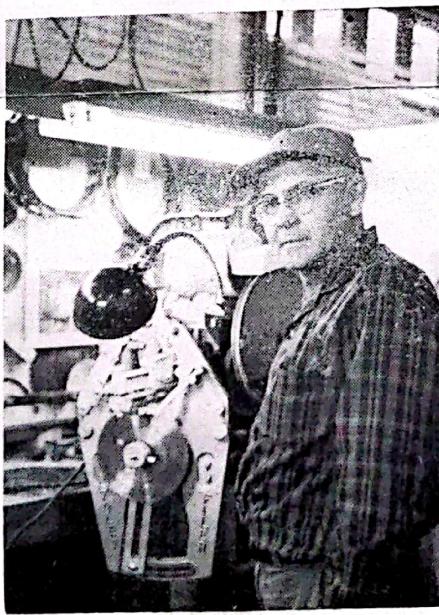
Bob Koehn

(5)

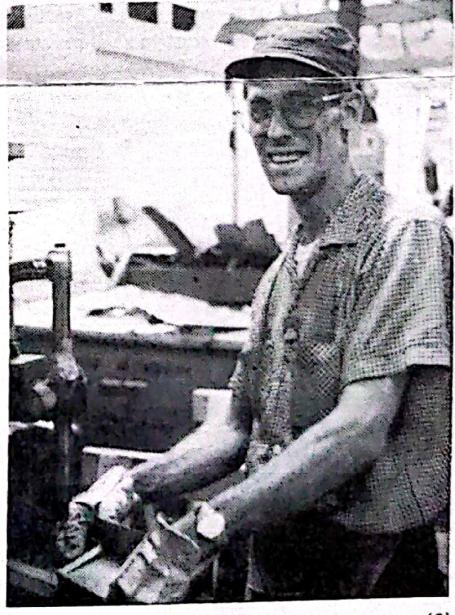


Clarence Koon

(1)



Marshall Abbott



Ed Jaworski

(8)

SEE PICTURE STORY ON PAGE 7

DETROITER LIFE**JUNE 1961**

Editor A. E. Thomas
Ass't. to the Editor Evelyn Mays
Sports Editor Lee Dolloff

REPORTERS—St. Louis

Mary Green—Sales Dept. & General

Office

Dick Waggoner Engineering Dept.
 Florence Clapp Accounting Dept.
 Wanita Spencer Reporter at Large
 Ted Baxter Final
 Charles Pringle Framing
 Jack Decker Aviation
 Bill Clagg Reporter at Large

REPORTERS—Drayton PlainsMildred Grant Mobile Home
Finance Co.**REPORTERS—Kansas**

Edythe Harris Sales Dept.
 Robert Zimmer General Office
 Neil Nelson Engineering Dept.
 Bill Curry Stockroom
 George Martin Framing
 Lester Beeghly Upfitting
 Al McNeff Security

EDITORIAL**The Battle of the Bulge**

Sometimes we have to take a backward look to see where we are growing. There was a time when the very process of "scratching for a living" took care of ridding oneself of any excess weight. But today our manner of living is not conducive to the problem of weight control. People are seen in an upright position less often than sitting down, reclining, or lying down. This is partially due to the generous sprinkling of salesmen who are constantly banging away on the theme "buy this or that article and you will have more time to take it easy." Practically gone are the days when Dad had to take off the storms and replace them with screens in the Spring, and vice versa in the Fall. Gone are the majority of vegetable gardens which gave the entire family much needed exercise, and in its place is a nice green lawn which is kept trim by you know who riding on a mowing machine. Mother used to do her washing, hang it out on the line, gather it up when dry, and then iron it standing at an ironing board. Not any more. The washing is done automatically, freeing Mother for an easier task. The ironing is done sitting down. The children of yester-years would walk home from school and then romp around the yard with the dog, working up a voracious appetite for the evening meal. Now they ride home from school on the bus, unless they live only a few blocks from the school; they make a dash for the TV just in time to catch the "deputy dog" cartoon which they watch lying down, reclining, or draped over a piece of furniture.

Even at work it is becoming increasingly

more difficult to find people in an upright position. Not that they are lazy, but in many cases job demands call for it. It would be pretty awkward trying to type, keep records, drive a truck, make an engineering drawing, or operate a telephone switchboard standing up. Most office workers lead a comparatively inactive existence from a physical standpoint. Offices are well heated and air conditioned, which takes away the little diversionary task of throwing a lump of coal in the stove or opening the window for ventilation, which in the old days office employees accepted as part of the job. Many jobs require little more than watching a series of gauges or a machine to see that they are functioning properly.

Please understand that the writer of this article is not necessarily against what is written above, but it is mentioned to point up the fact that the price of this progress may be the fact that some figures today are of the hour glass type—with all the sand in the wrong end. And this has given rise to another group of super salesmen expounding the virtues of this or that pill, drink, machine, or other means of keeping that manish or girlish figure, or bringing it back after it has slipped away from you. On the problem of weight control it is daily more evident that almost everyone is trying to get in the act.

Facts and figures tell the story in connection with any project which requires individual seating arrangements. To get to the bottom of the story, in the early twenties the individual seat allowance was about 19 inches, and now 24 inches seems to be the standard width. In other words, a 'full house' 30 years ago would be overflowing today with the same number of people. If travel is broadening, sitting down is more of the same.

Did you ever stop to think that the standard door of two foot six inches in width is steadily losing ground to the full three foot door? The easier to get furniture in and out—they say!!!

Office Girl of the Month

Janet Joslin
St. Louis IBM Dept.

Beginning with this month, each month there will be a picture of the "Office Girl of the Month" in Detroiter Life. The girls have not made a demand for this, but the staff felt that this would add that feminine touch, which is so necessary in the type of newspaper we have.

But we had our problems in making a decision as to what basis should be used in determining the order in which the pictures appeared. Should they be based on beauty, personality, loyalty, ability, or some other quality. It was finally decided that the decisions would be so difficult no matter what method we used that we would have to resort to drawing a name each month by lot. This we did, and Janet Joslin of the IBM Department is our first "Office Girl of the Month."

Janet was born in the City of Detroit, but has lived in the Alma, Michigan area most of her life. She is married and the mother of two boys; Steven 1 year old, and Michael 2 years of age.

Prior to her employment at Detroiter, Janet spent four years in IBM work at Michigan Chemical Company in St. Louis, Michigan, and four years at Universal Products Company in Alma. Janet came to Detroiter on January 16, 1961, and until April 1st was in the Purchasing Department and then was transferred to the IBM Department.

With her husband, Jim, and their two boys, Janet lives at 914 N. Court Street, Alma, Michigan. As time permits, Janet and Jim enjoy dancing, swimming, and fishing.

It is not the place, nor the condition, but the mind alone that can make one happy or miserable—L'Estrange

PICNIC TIME IS HERE AGAIN!!

PONY RIDES
ENTERTAINMENT
ICE CREAM
MUSIC
PRIZES
GAMES
COFFEE
HOT DOGS
DANCING
FUN FOR EVERYONE

At Kansas: Carey Park
Date: Saturday, June 24th
Time: Starting at 10:00 A.M.

At St. Louis: Lumberjack Park
Date: Saturday, July 15th
Time: Starting at 10:00 A.M.

Detroiter Active In National Sales

By Al Thomas

We all like to be on the team that's "out front" whether it is in connection with sports or some other activity with which we are identified. Recent activities on the part of the Sales and Promotion segments of the Detroiter team prompts Detroiter employees to point with justifiable pride to articles and photographs featuring our product in nationally circulated magazines. In observing a photograph of one of our mobile homes prominently displayed in a national magazine we, as Detroiter employees, see not only a luxurious, elegantly furnished mobile home, but also the part which we played individually in this winning combination of skills. The Purchasing Department employees see the materials purchased. The workmen in the plants see behind the walls and into the basic construction. They know what is there because they put it there. Engineering personnel see the hundreds of drawings which were necessary to have each part of the unit fit with perfection. Office employees can visualize the seemingly endless paper work which coordinates the various departments in the team effort, and Management sees the many problems which had to be overcome before Detroiter was in a position to take advantage of national publicity. In short, it is a satisfying feeling to know that our daily efforts, whatever our job, eventually culminate in a product which receives national acceptance.

An outstanding example of this is the featuring of a Detroiter Span-O-Wide in full four colors in the June issue of McCall's Magazine. The photographs are all of the interior. The furnishings shown are other than Detroiter's standard or optional furnishings, but it illustrates the way in which it could be decorated to suit individual tastes.

To get to the beginning of the McCall story, back in January of this year Mary Davis Gillies, Editor of the Decorating Department, and her assistant Loretta Engbert, came to our offices and plant to take photographs and write an article to accompany these photographs, feeling that here they could pick up the atmosphere so necessary to writing an effective article on mobile home living. They were right, too, because by the time they left St. Louis they learned that mobile home living was not just a means of "getting by" in the housing problem, but an honest-to-goodness permanent way of life indulged in by many solid citizens who chose mobile home living from a practical standpoint. The enthusiasm which their visit generated carried over into the article written by them. Some of the facts they learned bear repeating and appear below.

Some 3,500,000 Americans now live in mobile homes, but it is estimated by the industry that by 1970 one American out of every five will be making his residence in

these transferable domiciles. Mobile Home fans range from young families to retired couples, from the budget-minded to the non-conformist family-of-means. Buyers today have their choice of 200 brands of mobile homes, and while the average price is in the \$5,000 bracket, luxury models can go up to \$12,000 and above. The average owner stays 27 months or longer in one place; 85% are registered voters. Today, there are some 16,000 mobile home parks throughout the nation—many with luxury touches, such as swimming pools and tennis courts.

An interesting side story to the visit of the ladies from McCall's is that in making arrangements to come to St. Louis they requested plane reservations directly to St. Louis and found that it was not possible to get to St. Louis by a regularly scheduled service. This problem was quickly taken

care of by our company. Another problem that arose was the fact that photographs mailed from St. Louis, Michigan, seemed to take a long time getting to McCall's offices. They finally did arrive with a stamp on the package indicating that the package had gone the long way around—via St. Louis, Missouri.

Detroiter is getting further entrenched in the National picture through a full four color 1½ page ad in Life Magazine which appeared in the June 9th issue. Featured was the living room of a Detroiter Span-O-Wide model (same photo was on the front page of Detroiter Life in March issue). Also shown in the Life ad were smaller photos of the kitchen, bathroom, and bedroom.

Tied in with this Life ad is a Detroiter Dealer Open House Program across the nation. In conjunction with this program dealer meetings were held at various cities between April 25th and May 20th. Cities where meetings were held included Harris-

(continued on page 4)

INSURANCE AT ITS BEST

Is now available to all DETROITER employees at substantial savings, through the St. Louis Agency, a DETROITER subsidiary.

AUTOMOBILE — With special low rates to drivers with proven safety records.

HOME — Complete coverage for your home.

PERSONAL PROPERTY — Every conceivable type of coverage is available.

TRAVEL AND (OR) TRAVEL TRAILERS — Protection from all coverable losses.

SUPPLEMENTAL MEDICAL — Takes over where ordinary hospitalization insurance stops.

KANSAS EMPLOYEES family security plan covering everything at one low rate.
(At present state regulations permit this in Kansas and Missouri only)

Premium payments can be arranged on a yearly, semi-annually, quarterly, monthly or PAYROLL DEDUCTION PLAN.

DEAL WITH THE PEOPLE YOU KNOW AND TRUST

For complete details of the Money Saving Plans available to DETROITER employees, fill out the coupon below and mail it to . . .

ST. LOUIS AGENCY, INC.

A subsidiary of DETROITER MOBILE HOMES

ST. LOUIS AGENCY, INC. — BOX 38 — ST. LOUIS, MICH.

Please contact me about the insurance plans I have checked below.

Auto Insurance Complete Home Coverage Personal Property Insurance Kansas Family Security Plan Package

Name _____

Street _____ City _____

Department _____

Sports

At St. Louis

Reported by Lee Dolloff

"Espirito De Corp" was never so high as your reporter witnessed at Bob Harger's bowling team's final match at Riviera Lanes in St. Louis. Needing to win the final two games after dropping the opener, they came on to do just that.

Detroiter's two softball teams have been practicing for several weeks and are now ready for the league season which will begin June 12th. One team, managed by Sam Peurach, will be playing in the Alma City League. Lee Dolloff's nine is entered in the St. Louis City League and it is the second year they have been a member of this league. An attempt was made to get the schedule for both of the teams, but it was found that they have not as yet been made. The full schedule for both teams will appear in the July issue.

This past season featured several Detroiter employees in bowling accomplishments, the latest being Chuck Covell and Bob Harger. Their combined scores of 1320 placed them well up in the finals of the Men's Michigan State Tournament in which they received awards. Chuck also bowled 624 in the singles and 538 in the team event making him the recipient of more awards.

With the company picnic fast approaching, the Security Department is anxiously awaiting for at least one more challenge from any department's Tug-Of-War Team. No tractors or lift trucks allowed as end men.

At Kansas

Reported by Neil Nelson

Detroiter Mobile Homes No. 1, of the Salt City Bowling League, won three points on the last night of regular season play. This win gave them second place in the

second half of a split season and put them into the play-off's which were rolled the week following the close of regular season play.

In the play-off's, our Detroiter No. 1 was matched against the Maytag team of the same league for third place, and the loser would take fourth. The match was a close hard fought battle all the way. Maytag won the first game and Detroiter won the second game. Going into the third and final game Detroiter had a lead of 18 pins, but Maytag finishing strong in the 10th frame of the third game took third place by 40 pins.

Neil Nelson of the Detroiter No. 2 team in the Salt City League won the trophy for High 30 with a 636 rolled earlier in the season.

At the present time, Detroiter has a softball team in league play. A schedule of the games will be printed in the July issue, as well as what scores are available at that time.

Sympathy To ...

Tom Fisher, Kansas Sales Manager, on the death of his father, Daniel C. Fisher, in Detroit.

Tom's father was 74 years of age, and a former president of S. S. Kresge Company. He joined the Kresge organization in 1907 as a stockboy, retired from active employment in 1953, but remained with the company until the time of his death as a member of the board of directors and the executive committee.

Besides being greatly missed by his immediate family, his absence will be keenly felt in civic, club, church, and charitable work in which he generously gave his time and talents.

THANKS

I wish to thank all at Detroiter for remembering me with flowers and cards of encouragement during my stay at the hospital.

(Signed) Gale Willoughby
St. Louis Engineering Dept.

Detroiter Active

(continued from page 3)

burg, Pennsylvania; Greensboro, North Carolina; Lansing, Michigan; Hutchinson, Kansas; Denver, Colorado; Salt Lake City, Utah; and Phoenix, Arizona. Over 300 dealers, wives, and employees attended these meetings.

On the lighter side, even though it was definitely a part of the program in connection with the Life ad, those employees who came in contact with members of the Sales Department the latter part of May were immediately made conscious of the program through brightly colored lapel buttons resembling daisies which almost seemed to shout out the theme of the program—"GET MORE OUT OF LIFE WITH Detroiter." These daisies are not to be confused with the type of daisies from which petals can be removed while saying "She loves me—she loves me not." Sales Promotion Manager Al Lyman says they are all positive petals—I love my Detroiter—I love my Detroiter. Seriously, much time and thought has been placed behind this program by our Vice President and Director of Sales Mac McCallum; Sales Promotion Manager Al Lyman, General Sales Manager Bob Sage; Regional and Zone Managers; and the rest of the Sales, Promotion, and Styling and Advertising Departments. Preparations have been made to take full advantage of the results of the Life ad which will, in advertising terminology, create 37,000,000 reader impressions from 7,000,000 copies circulated. Millions of people will read about our product, and the law of averages will result in a substantial increase in customer inquiries and actual contacts with dealers throughout the country. And our Sales Department and Dealer Organization will be ready and waiting.

In addition to the McCall story and the Life promotion, Detroiter is "out front" in the June issue of Mobile Home Journal which has a larger circulation than any other magazine serving the mobile home industry. Detroiter's Span-O-Wide is featured on the front page.

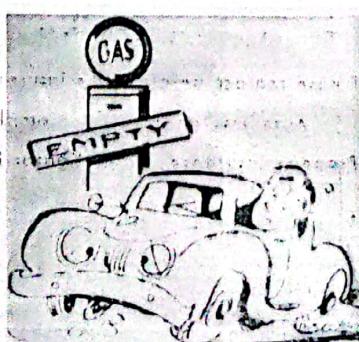
YOU CAN'T

DRIVE A SPIKE
WITH A TACK HAMMER



YOU CAN'T

DRIVE YOUR CAR
WITHOUT FUEL



YOU CAN'T

HAVE A NEWSPAPER
WITHOUT NEWS

YOU CAN HELP TO KEEP
YOUR DRETROITER LIFE FROM
RUNNING OUT OF GAS IF
YOU WILL GIVE YOUR NEWS
CONTRIBUTION TO THE
NEAREST REPORTER — OR
SEND IT DIRECTLY TO THE
EDITOR.

WELCOME!!!



NEW EMPLOYEES

Name	Dept.
Frank Botteri, Kansas Metal	
Walter Becker, Kansas Upfitting	
Clarence Curtis, St. Louis Span-O	
Betty Davis, Kansas Upfitting	
Karen Eaton, Mobile Home Finance	
Glen Fleming, Kansas Cabinet	
Lewis Giles, St. Louis Cabinet	
Thomas Hoogerhyde, St. Louis Engineering	
Edward Horne, St. Louis Sales	
Daniel Hagman, Kansas Finish	
Vernon Hoke, Kansas Finish	
Richard Hall, Kansas Metal	
Ferdinand Hawkins, Kansas Maintenance	
Leman Ingalls, St. Louis Framing	
Guy Jones, Kansas Plant	
Dale King, St. Louis Upfitting	
Lester Kimmel, St. Louis Stock	
Dewayne Kappel, Kansas Maintenance	
Ronald Moore, St. Louis Welding	
Nancy Moore, St. Louis Sales	
Colleen Mendham, Mobile Home Finance	
Fae McVey, Kansas Sales	
Paul Miller, Kansas Finish	
John Murray, Kansas Framing	
James Nester, St. Louis Metal	
Jane Neal, St. Louis Maintenance	
Alfred Panek, Kansas Framing	
Albert Rogers, St. Louis Span-O	
Harry Robertson, Kansas Upfitting	
Robert Reghr, Kansas Framing	
Charles Stark, Kansas Metal	
Ronald Shepler, St. Louis Welding	
Norman Shaw, St. Louis Framing	
LeRoy Schnitker, Kansas Stock	
R. Simpson, Kansas Metal	
Darrell Trickel, Kansas Mill	
Glenn Unruh, St. Louis Span-O	
Lee Unruh, Kansas Metal	
Ronald Voth, Kansas Maintenance	
Earl Wert, St. Louis Mill	
Harold Yutzy, Kansas Framing	

In last month's listing of new employees, James Attwater was listed as a new employee in the Mobile Home Finance Co. The name should have been Jane Attwater. We are sorry, Jane, and promise not to let it happen again.

June

February is the lucky month. Monday the lucky day.

Poppy is the lucky flower. Pearl the lucky gem.

Who comes with summer to this earth,
And owes to June their hour of birth,
With ring of Pearl upon their hand,
Can health, wealth and long life
command.

Two Detroiter Employees Model For Advertising Agency



From left to right: Annette Brisendine, Doris Ortiz,
Bill Winchester, Bob Heckencamp.

About two months ago, Bob Heckencamp and Bill Winchester of the advertising firm of McManus, John, & Adams came to our St. Louis offices and plant to arrange for the taking of photographs of a Detroiter Span-O-Wide Model for use in connection with Detroiter advertising. One of the photographs was to include the interior of the mobile home with two couples seated at a table leisurely engaged in small talk between sips of coffee.

Bob and Bill traveled light that day because they knew they would find in our offices many attractive members of the opposite sex who were versatile enough to double as models and that they would not have to bring models from their office in Bloomfield Hills, Michigan. As can be seen from the photograph; Annette, secretary to Vice President Ron Hutchinson, and Doris Ortiz, secretary to General Sales Manager Bob Sage, were drafted, and took care of the job like real professionals. The picture shown is just a portion of the larger photograph showing the entire room which is featured in the Mobile Home Journal, Mobile Living, Trailer Topics, Trail-R-News, Trailer Travel, and the Canadian magazine Mobile Homes and Trailers in Canada.

Tall Stories ... And Short Tales

The new groom was not entirely happy with his marriage to a young lady who had prepared many tasty meals for him prior to his marriage. "Now," he explained, "our marriage is just one canned thing after another."

"It this Merrill, Pearce, Peabody, Finchley, and Longworth?"

"Yes, this is Merrill, Pearce, Peabody, Finchley, and Longworth."

"I want to talk to Mr. Smith."

Divorce Judge: "How long have your relations been unpleasant?"

Woman: "My relations have always been pleasant; it is his relations that are the old grouchies."

"Did you know there was a new use for Metrecal? It is now used as a hair tonic for curing fat-heads."

"May I smoke my cigar in here?" the

passenger asked the stewardess as he boarded the plane. "Well, we leave it to your discretion," said the stewardess. "You may smoke if you don't annoy the lady passengers." "Then I won't smoke," said the male passenger, "I'd much rather annoy the lady passengers."

* * *

Sign in a retail store: Our Credit Manager is Helen Waite. If you want credit, go to Helen Waite.

* * *

Heard during the taking of inventory at St. Louis on June 3rd:

Ron Eberspeaker (St. Louis Stock Dept.): "We're all done in this section, Charlie, and there are several places we can go now but let's start inventorying that bin over there."

Charlie Agle (St. Louis Stock Dept.): "I guess we might just as well, nobody has asked us to dance."

* * *

Life insurance statistics show that women have a life expectancy seven years longer than men. Which only proves that care and regular repainting will preserve anything.

Personal Insurance Now Available From St. Louis Agency, Inc.

By James W. Bronson—Agency Vice President

St. Louis Agency, Inc., is now able to offer a complete program of personal insurance to the general public, especially aiming at low rates, flexibility, and the convenience of one-source coverage. The Agency feels this program can be very valuable to the employees of Detroiter Mobile Homes, Inc., and its subsidiaries because of the foregoing features.

For those who like dividend-paying Mutual Insurance Companies, the Agency can satisfy this preference. It is also representing several well known Stock Companies which have both special policy plans and low rates. One company has a package plan which can be offered to the Kansas Employees. This "Family Security Plan" includes any desired combination of Fire Insurance, Homeowners, Personal Articles, Personal Liability, and Automobile Insurance, all at discounted rates.

As you are well aware, all of us feel the need to purchase some sort of insurance on our possessions and at times this can be a problem, since most of us know comparatively little about amounts and types of coverage which can be called adequate. This problem is made more difficult because of the time involved in contacting different agents in an effort to arrive at a decision. This results, in many cases, in finally purchasing the different types of insurance from several agents. This situation can cause even more confusion on the part of the insured concerning his schedule of to whom and when to pay premiums; moreover, it becomes very easy to be caught with overlapping and uninsured areas.

The Agency can help solve this problem simply by assisting the customer in planning an adequate total insurance program at the lowest possible rates. By having the insurance through one interested source, it is then possible to easily adjust any or all of the coverages as the need arises. In addition to this, it may be arranged to have the premiums paid at regular intervals in order to avoid any large outlays of cash at random times during the year. The Agency has contracted with Detroiter Mobile Homes, Inc., and its subsidiaries to permit any employee to elect to have the premiums deducted from his pay check. This, it is felt, is the ultimate in convenience since the premium is paid in amounts so small as to be almost unnoticeable. For example, on a \$100.00 yearly premium the payroll deduction would be less than \$2.00 per week.

There are several special types of insurance which can be purchased covering items and circumstances such as: Aircraft Insurance; Camping Trailer Insurance; Boat Insurance; Trip Baggage; Short-Term Personal Effects; Trip Accident; Musical Instruments, Cameras, Clothing Equipment,

Jewelry, Furs, Fine Articles, Wedding Presents; Major Medical Expense Insurance (designed to fill in after other insurance is exhausted); Hospitalization Insurance; Personal Theft Policies. These are some of the more outstanding examples of the complete family coverage which can be purchased.

The Agency will gladly accept any inquiries concerning their program, which, it is felt, will be a real service to the Detroiter Family and the public in general.

Please make your inquiries to St. Louis Agency, Inc., P. O. Box No. 38, St. Louis, Michigan. Phone No. 2871.

St. Louis Purchasing Department



Betty Wright

The photographs of the St. Louis Purchasing Dept. personnel which appeared in the May issue did not include Betty Wright as they were taken prior to the time Betty came to the department, but they appeared in the paper after she was an employee of that department. This is one of the reasons why her picture is included this month. Another reason is that Betty and her husband William Wright have had some very interesting experiences and we thought you might want to hear about one of them.

Mr. Wright is a Chief Utilitiesman with the U. S. Navy and is at present assisting with recruiting at the Alma Navy Recruiting Station, but his enlistment dates back to December of 1941. A veteran of World War II, he received many campaign decorations. One of his outstanding experiences is the part he played in the rescue operations after an earthquake in southern

Morocco. From his base at Port Lyautey, Morocco, Bill, through his ham radio equipment, heard of the earthquake from another operator. He was immediately flown to the area where he set up and directed the rescue operations and was the only contact with the outside world. Bill remained with his equipment for 48 hours without a break. For this feat he received a letter of commendation from the Chief of Naval Operations.

The part Betty played in this drama was that of a wife back at Port Lyautey, a bit apprehensive, but knowing her husband had a job to do, and secure in the fact that his naval training had prepared him for this kind of an emergency.

Betty and Bill are both from the St. Louis area and are happy to be back among their old friends. They are bound to make new friends, too, as Betty gets better acquainted with Detroiter employees and Bill starts umpiring for little league baseball and as an official softball umpire.

Tall Stories... ...and Short Tales

An executive is a man who can hand a letter back to a pretty blond stenographer for a fourth retyping.

An old Indian in Oklahoma went to the bank when he was hard up, to borrow a hundred dollars. The banker said he would be glad to lend the money provided the Indian had any security. The deal was finally put through, the Indian giving a mortgage on 20 ponies. No long after that, oil was struck close to the Indian's property and he sold his oil lease for a huge sum of money. He stepped into the bank to pay his debt and peeled a hundred dollar bill off a big roll. "That's fine," remarked the banker, when the business was completed, "but you don't want to carry all that money around with you, better leave it with me." "All right," replied the red-skin, "how many ponies have you got?"

A girl and a young man were sitting on her couch discussing intellectual things, such as telepathy. "Would you call it telepathy," the girl asked, "if I were thinking about the same thing you are?" "No," the young man replied, "I'd call it just plain luck!"

At a bar an elderly Scotchman was going into great detail about hunting yores in his native Scotland. Quite a crowd had gathered around to hear the story which was told in a colorful manner but without a smile on the Scotchman's face. Finally one man spoke up and said "what's yores?" The Scotchman's face then lighted up and he said "I'll take a scotch and soda."

When a girl tells you she has a boyish figure, it's probably straight from the shoulder.

Kansas Upfitting Department Picture (1)

Clarence has been with the Kansas plant since Oct. of 1959 and enjoys working with the company. He sets furnaces and helps with ranges and refrigerators. He has spent his entire life in Kansas with the exception of 9½ years of Army life. His family consists of his wife, Erldeen, and his son, Tony.

Clarence is quite a hunter and especially enjoys a coon hunt. He does some softball playing in his spare time. He also bowls and is on a Detroiter bowling team.

St. Louis Metal Department

Picture (2)

Norman came to Detroiter on 9-22-60. He lives at R. No. 3, Alma, Mich., with his wife, Colleen, son William who is two years of age, and his daughter, Debra, who is one year old. Chief hobby is baseball.

Gerald also came to Detroiter on 9-22-60. He lives at R. No. 3, St. Louis, Mich., with his wife, Darlene, and daughter Lynn Ann who is one year old. No particular hobbies, just likes to putter around the house.

Norm and Gerry are responsible for the building of our metal roofs for the entire St. Louis plant.

Kansas Upfitting Department

Picture (3)

Ora Troyer has the distinction of working on the first coach produced at the Kansas plant and of being the first employee in the Upfitting Department. He is a jeep driver and check-out man.

Born in Indiana, Ora moved to Kansas when he was quite young. He, with his wife, Lizzie, and their son Lowell who is 16, enjoy spending their weekends hunting and fishing.

St. Louis Stock Department

Picture (4)

Herb Austin is a lift truck operator, and has been with Detroiter since 9-19-55. He lives at R. No. 2, Alma, Mich., with his wife, Iris, and eight year old son Ricky Lynn. His hobbies are hunting and fishing.

Kansas Upfitting Department

Picture (5)

Bob has been with the Kansas plant since Feb. 19, 1960. His work consist of installing exterior windows. He enjoys his work very much. He has spent his entire lifetime in Kansas. He lives with his wife, Dorothy, and one son Kendall. Fishing and hunting takes up most of his off duty time.

St. Louis Mill Department

Picture (6)

Marshall is one of Detroiter's older employees in point of service. He has been with Detroiter since the present Management took over from the Detroiter Coach Company, and was with the former company for two years. Marshall lives at RFD



From left to right: Norman Lybeer and Gerald O'Boyle (2)



Ora Troyer (3)

Shepherd with his wife, Marjorie. Their three children, two boys and a girl, are married. Carpentry is Marshall's hobby, and he is now in the process of rebuilding his home. Marshall's father and grandfather were carpenters so carpentry is in his blood. Marshall sharpens most of our knives and saw blades.

Kansas Upfitting Department

Picture (7)

Leonard was born in Indiana, and after retiring from 22 years in the Navy in December of 1959 came back to Kansas to make his home. He has been with Detroiter since Oct. 20, 1960. He likes all outdoor sports and enjoys basketball and football.

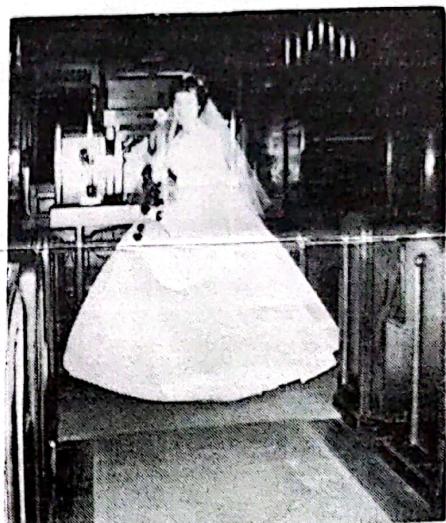
St. Louis Metal Department

Picture (8)

Ed Jaworski has been associated with Detroiter since 3-4-57. He lives at 514 E.

Saginaw Street with his wife, Violet, and eleven year old stepson, Allen Anderson. His hobbies include spray painting most anything that needs painting such as cars, lawn mowers, furniture, and houses. Ed operates the spot welder and does most of the welding on the metal heat duct system.

Wedding Bells



Melba Jean Ginn
Kansas Sales Department

We are pleased to be able to bring to you some of the details on the recent marriage of Melba Jean Ginn of the Kansas Sales Department. Melba is the daughter of Mrs. Melvin Ginn of Abbyville, Kansas. Melba was married in the Trinity Methodist Church to Donald A. Smith, son of Mr. and Mrs. Rex D. Smith of Dutch John, Utah.

According to a newspaper clipping received from Edythe Harris of our Kansas Sales Department, the bride wore a floor length gown of nylon organza over taffeta and net and her veil was held by a crown of pleated tulle, sequins and pearls. She carried a cascade of red roses. The bride's attendants wore turquoise chiffon over taffeta with matching lace cummerbund and carried a nosegay of white carnations.

Of further interest to Detroiter employees is the fact that at the reception the serving was done by Edythe Harris and Pat Hotmar of the Kansas Sales Department, and Geri Emery of Kansas Invoicing Department.

To the many wishes Melba has received from her Kansas friends for a long and happy marriage, we want to add those of her St. Louis area friends who have become acquainted with her through telephone conversations. It will be awhile before we get used to calling her Melba Smith.

The secret of happiness is not in doing what one likes, but in liking what one has to do—J. M. Barrie

We can't help the past, but we don't have to repeat it—Unknown

Personals

"We're for the birds," said Mary Ellen Wood to her husband, Chuck, as they began setting up their new poultry equipment recently to house 3000 birds at their farm. The birds are leghorn chickens and Mary Ellen says this is egg-zactly the kind of business her husband wanted. During daytime working hours Mary Ellen is in the St. Louis Accounts Payable Department. Eggs, anyone?

Detroiter "tops them all," and the St. Louis, Mich., Police Department "stops them all"—all those whom they feel should have personally brought to their attention the maximum speed limit on Michigan Avenue. Now I wonder who at Detroiter would allow themselves to be brought into such a one-sided conversation.

A new secretary in the Kansas Sales Department is Miss Fae McVey. Fae is from Kismet, Kansas, and is a graduate of Salt City Business College of Hutchinson.

On the recent regional sales conferences held in Denver and Salt Lake City, Bob Sage, General Sales Manager, and Al Lyman, Sales Promotion Manager, were joined by Tom Fisher and Stu Hutchinson, Kansas Sales and Zone Managers.

Congratulations are in order for Warren Eicher of the St. Louis Cabinet Department. Warren just recently returned from a trip to the State of Kansas where he took that big step. Ben Franklin once said "No man is complete without a wife," and Warren apparently has realized the wisdom of this statement. Best of luck to you Warren, and to you Mrs. Eicher, from the Detroiter employees in general, and the boys in the Cabinet Department in particular.

Who is the girl we see driving Garold Simison's car? Will there be more congratulations from the boys in the Cabinet Department at St. Louis?

The Detroiter Life is happy to announce the appointment of two new reporters. Mildred Grant of Mobile Home Finance Company has graciously consented to keep us informed of the "goings-on" in the finance company, and Wanita Spencer consented to report on general happenings around the St. Louis Office, in addition to her regular work in the Payroll Department.

Turning now to the realm of modernizing a figure control device, which some people (not to be named here) find necessary to wear—the girdle. Florence Clapp of the St. Louis Accounting Department, found herself at a meeting a while back, where the temperature was not like a warm day in June. Florence decided something must be done to insure womankind of not having to sit through too hot or too cold temperature. She felt this could be done by wiring a girdle with heat and/or air conditioning mechanisms, which could easily be switched from alternating current to battery. Florence spent from May 19th to May 26th at the Central Michigan Community

Hospital in Mt. Pleasant, where she underwent minor eye surgery, and she says that she had a few hours during that time to work on her invention. If all goes well she will be applying for a patent soon. Her motto will probably be "Clapp into a Clapp Girdle and click on complete comfort control."

We understand that there are three St. Louis employees who have almost a speaking acquaintance with every blade of grass and every grain of sand on the Pine River Country Club and nearby vicinity. Although not verified, it has been reported that it is quite unlikely that you will find an old golf ball in the golf bags of John Heck, John Trask, or Ted Allen, Factory Manager, Assistant General Counsel, and Cabinet Department Foreman, respectively. Not long ago they say that John Trask

took out a package of three brand new balls on the 8th tee, and proceeded to drop three in succession into the Pine River. "Why don't you use old golf balls on this hole?" remarked Ted Allen. To which John replied "I don't have any OLD golf balls."

Watch for the picture story of the Kansas picnic for employees and their families which will appear in the July issue.

Pat Gaffney, bowling on the Mobile Home Finance Company Ladies Team, closed out a successful season by walking away with two trophies; one for high game, and the other for having made the greatest improvement in her average. The Mobile Home Finance Company Team, of which Pat is a member, bowls in the Thursday night ladies league at the Drayton Bowling Alleys. Congratulations, Pat.

DETROITER LIFE

DETROITER MOBILE HOMES, INC.
ST. LOUIS, MICHIGAN

Sec. 34.66 PL & R

U. S. POSTAGE
PAID
St. Louis, Mich.
PERMIT NO. 63

332-03-7945 3
Elmer Mapes, Jr.

1303 Virginia
St. Louis, Michigan

Form Number 3547 Requested

Gale Willo [redacted] recently returned to work in the [redacted] Engineering Department after [redacted] some time from the job due to an automobile accident on May 22nd.

Dale Allen, St. Louis Mill Department, did not eat too big a breakfast that day, and when noon came he was really hungry. He made a dash for his car, dashed out to Michigan Avenue, and one of those fellows with a red light on top of his car made a dash for Dale. Note to Delos Shaw who works in the same department: Don't laugh, this could happen to you.

Bill Clagg of the St. Louis Security Department, and our Reporter at Large, is spending a great deal of time studying copies of the magazine Organic Farming & Gardening. He had a very successful regular garden last year, so this year he is going to specialize in organically grown vegetables. His compost pile is getting bigger every day.

Max Fell of the St. Louis Accounting Department, and his wife, are now nicely

settled on Golfside Drive near Alma, Mich. With 7 Detroiter employees as near neighbors they don't anticipate any problem getting acquainted with the neighborhood.

Mr. and Mrs. Sheldon Gregory of Geneseo, Kansas, has announced the engagement of their daughter, Bonnie, to Mr. Bob Housley of VanBuren, Arkansas. Bonnie is in the Production Control Department at Kansas. No date has been set for the wedding. Bonnie's picture appeared in the February issue. Congratulations, Bonnie, we knew your interests were not limited to your hobby of sewing.

Herb White, Zone Manager at Kansas, recently attended an Open House at Ted's Mobile Homes in Lincoln, Nebraska.

The art is being saved for posterity. Tom Hole of the Advertising & Styling Department still rolls his own cigarettes—occasionally.

He who waits to do a great deal of good at once will never do anything—Samuel Johnson